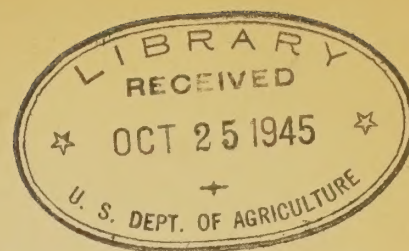


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AAA INFORMATION CALENDAR -- DECEMBER, 1940

The Inventory Month

December is traditionally the inventory month. After the rush of pre-Christmas buying and before the New Year comes in, businessmen everywhere in the land take stock of their merchandise, review the year's trade, and outline their plans for the approaching year.

December can be equally important as a month for making public inventory of AAA accomplishments in your State. Feature stories, radio programs, talks at educational meetings and farmer-businessman dinners -- each can be used in pointing out what the farm program has meant to farmers and business in stabilizing agriculture in your State.

Did the AAA help your State move closer toward its broad goal of better land use? Did it help farmers receive a better income? Did it help solve marketing problems of commodities such as corn, cotton, and wheat? Did it assure consumers an adequate supply of farm produce? Did it help make agriculture better prepared for its role in national defense?

December can be a month also, for "informational inventory" -- a month for taking stock of our AAA informational work during 1940, and making plans for an effective informational program during 1941.

Tips on Coming Events
and Developments in AAA

More Defense Mats -- Three AAA news mats showing the relationship between the farm program and national defense were made available in October. Twenty-four States requested these mats. Four additional news mats are about ready for release. You will receive a photographic sheet soon, reproducing the mats in rough, enabling you to determine whether they fit your State's needs. Please keep in mind, when distributing the mats, that they will be of greater value if accompanied by a news story on State or local basis.

New Corn Loans -- The loan program on 1940 corn has been announced, and first loans will be made about December 1. (See Suggested News Stories and Commodity Developments.)

Year-End Summary -- Statistical units of State offices are now, or soon will be, preparing reports on the 1940 program. The data can be the basis of year-end summary stories for newspapers and farm magazines. (See Suggested News Stories.)

Cotton Referendum -- Wind-up publicity on the cotton marketing quota referendum, to be held December 7, should stress the importance of every eligible cotton producer voting.

Miscellaneous
Informational Tips

Nebraska Exhibit -- After the fair exhibit season closed, arrangements were made to display portable exhibits in the lobbies of Lincoln's three leading hotels. This idea might be duplicated in other States, especially during farm organization conventions.

Missouri and Wheat -- Missouri turned the Canadian wheat surplus story into a radio broadcast. A farmer who had heard the talk given by Alfred L. Johnson of South Dakota, who studied the surplus situation in Canada, was interviewed and passed along the information he had received.

Wyoming and Hay -- Wyoming received good play on a news story telling about the "Ever-Normal Granary hay supply" which many ranch operators of the State are building up. The AAA range supervisor pointed out that Wyoming ranchers are putting surplus hay in the stack and saving it for future use, a practice which is both good range management and aids agriculture's preparedness for national defense.

Indiana Educational Handbook -- Indiana's State committeemen and farmer-fieldmen are well equipped with information when they go into the field, through use of loose-leaf educational notebooks. These full-size notebooks have 12 headings, as follows: AAA Farm Programs; Ever-Normal Granary, Federal Crop Insurance, Production Control, Acreage and Yields, Federal Receipts; Farm Payments, Farm Income, Farm People, Industry, Foreign Trade, and Irrigation Projects. Each notebook is kept up to date by the State office so that committeemen and fieldmen have latest information available at all times and can answer practically any general question which might arise about the AAA.

Newsletter Exchange -- A number of State offices now publish their own monthly mimeographed newsletters for committeemen. The list of newsletters (if it isn't complete, please let us know) is given here to enable State office assistants to exchange them with each other if they wish to do so: North Central Region, South Dakota; Northeast Region, Pennsylvania; Southern Region, Louisiana and Arkansas; Western Region, Arizona, California, Colorado, Idaho, Kansas, Montana, New Mexico, North Dakota, Oregon, Utah, Washington, and Wyoming.

Suggestions for December News Stories

Cotton Referendum -- The importance of all eligible cotton growers taking part in the referendum on December 7 should be stressed in informational work right up to the day of balloting. An effective news story might be based on a joint appeal made by State AAA and State Extension people. County AAA committees should be urged to put out similar last-minute releases in which well known county residents urge cotton growers to vote. Some States may wish to prepare county fill-in stories for local newspapers to follow after the referendum when announcing the results.

3-Year Corn Loan -- Following is a suggested newspaper method of calling attention to the new 3-year corn loan program: Make it a personalized story in which a corn grower is interviewed and tells how he feels about sealing his loan corn for an expected 3-year period. This might well take the form of an illustrated interview with one of the first farmers to seal his corn under the new program. County, State, and national corn data might be worked into the article, also the advantages of the new long-term corn loan program, and how it enables farmers to maintain their own Ever-Normal Granary without year-to-year resealing. Information on the amount of new farm storage space available as a result of previous loan programs might be given. Of course, newspapers should not be asked to carry stories giving too many details of the program, which can best be explained to farmers in person or by letter.

1941 Farm Plan -- East Central, North Central, Northeast, and Western Region States use the Farm Plan in outlining in advance the conservation work to be performed on each individual farm during the coming AAA program year. There is an opportunity now to review the advantages of this type of planning, both in short news stories and longer feature articles.

Practices for 1941 -- Some State farm magazines may wish to carry a brief summary of conservation practices which farmers may perform under the 1941 AAA program. New State handbooks will be a handy source of reference. Appropriate photographs will help dress up the article.

Year-End Summary -- As suggested under "Tips on Coming Events," year-end summary stories for newspapers and farm magazines will be a valuable means of analyzing the worth of the farm program in your State during 1940. The first of the year, when newspapers are running 1940 summary stories on general topics, would be a good time to release them. (For a suggested outline of a year-end summary story, turn to your files and consult Pages 5 and 6 of the December, 1939, AAA Information Calendar.)

Storage Loans -- December 31 is the deadline for wheat, barley, and rye loan applications. This marks December and January as good months for progress stories on the amount of grain stored, percent of the State's crop under loan, comparison with previous years, and financial advantages to farmers as a result of the loan programs.

Committee Elections -- In Western Region where community and county committee elections will be completed by late November or in December, there will be an opportunity for stories on this phase of program administration. Attention should be directed to the value of committeemen as educators, and it should be pointed out that the AAA committee setup is a solid method of achieving economic democracy.

December Radio Programs

Inventory Time -- Pegged on the fact that many businessmen take inventory between Christmas and New Year's, a radio program could be prepared in which a farmer comes to the studio to take inventory of his soil resources, the improvements made during the year, income gains due to loans and crop insurance, and perhaps additions made to his grain storage space. The program could include some mention of State achievements under the AAA program during the year -- extent of participation, and whatever is available about the extent and value of important practices. Since exact State and county results may not be available, you may want to select a farmer whose "AAA inventory" will typify that of cooperators generally.

New Year's Broadcast --- New Year's time is conventionally the time to look ahead. Envisioning the role of AAA in the agricultural scene of the future, a representative of the State AAA Committee, with the aid of such experts as agricultural college officials and planning committee people, could point out the problems and the goals of 1941. Naturally, much would have to be concerned with defense needs. This would not be an easy program to prepare, but would be worth considerable effort. It would spotlight desirable goals and it would point out the obvious truth that understanding, cooperation, and organization are essential to the reaching of these goals.

Southern Transcription -- Southern Region States have received copies of a transcribed interview, "Facing Cotton Problem," in which I. W. Dugan, director of the Southern Division, and Wallace Kadderly, chief of the U. S. D. A. radio service, participate. Reverse side of the record has four 1-minute spot questions and answers on marketing quotas.

North Central Series -- Plans are being made for a series of radio broadcasts from Chicago, perhaps in January, in which farmers from North Central Region States will discuss the 1941 program in light of today's national and international conditions.

Northeast Activity -- Three major broadcast dates are outlined for the Northeast Region in December. On December 5, 12:30 p.m., the Grafton County AAA Committee, New Hampshire, is scheduled to discuss "Protecting Your Investment in Woodlands" over WGY, Schenectady. On December 19, 12:30 p.m., A. W. Manchester, Director of the Northeast Region, W. F. Sinclair, chairman of the Vermont State committee, and Carl Wooster, chairman of the New York State committee, are scheduled to discuss "This Year and Next," over WGY, Schenectady. On December 27, 1:30 p.m., Harold W. Baldwin, regional representative, Division of Information, is scheduled to speak over WBZ, Boston, on the topic, "At Home and Afield with AAA." The program will be carried simultaneously over WBZA, Springfield.

Visual Education for December

Referendum Pictures --- Cotton and tobacco referendum should offer good opportunities for photographs. The Division of Information needs new file pictures of farmers voting in referendums, and would like to have you send in your photos.

Practice Pictures -- The coming months should furnish good opportunity to get pictures of erosion control practices. For example, a picture of snow held in contour furrows not only will be a better picture because of the contrast but will show clearly how the practice serves to hold moisture where it falls.

Committees and Meetings -- During these early winter days when there's little opportunity for outdoor pictures of AA subjects, indoor shots will help keep the photo file growing. Here are some subjects which should be considered: (1) The State committee; (2) typical county and community committees in action; (3) typical committee-managed educational meeting; (4) farmer-businessman meeting.

Movies and Film Strips -- Here is a list of the agricultural movies and film strips which will be available during winter months to enliven your AA educational meetings. Many other groups whose members also are interested in agriculture can use them effectively to round out their meeting programs.

Farm and City Forward Together -- (1/2 reel, sound and silent, 16 mm. and 35 mm.) Interdependence of farmer and city worker, effect of AAA farm program.

Terracing In The Northeast -- (1 reel, sound only, 16 mm. and 35 mm.) An information picture showing the construction and uses of terraces and other control measures as applied to the Northeastern part of the United States.

Wise Land Use Pays -- (2 reels, sound, 16 mm. and 35 mm., released 1938). Discusses the principles of soil conservation; prevention of erosion by contouring and wise cropping; crop with reference to slopes, and reforestation of land unsuited to crop or pasture.

Balanced Plenty -- (1 reel silent, 16 mm. and 35 mm., released 1938.) AAA farm program in the Northeast and East Central Regions. Shows interdependence of agriculture and industry, farm surpluses, practices such as liming, terracing, and woodlot improvement.

Plenty Without Waste -- (1 reel, silent, 16 mm. and 35 mm., released 1938). Animated cartoon portraying the AAA in the Corn Belt. Shows operation of the Over Normal Granary for corn acreage allotments, soil improvement and conservation, storage loan - and how it affects farmers, consumers and businessmen.

Our Daily Bread -- (1 reel, silent, 16 and 35 mm., released 1938.) Animated cartoon portraying the AAA farm program in the Wheat Belt. Shows operation of the Over Normal Granary for wheat acreage allotments, storage loans, crop insurance - and how it affects farmers, consumers and businessmen.

Heritage To Guard -- (3 reel, sound) Shows tie-up between conservation practices and wild life. Soil Conservation Service movie. No prints available. We will try to make several copies available later.

Rain On the Plains — (1 reel, sound, 16 mm. and 35 mm., released 1938). Shows measures that are recommended by the Soil Conservation Service to control wind erosion in the Southern Great Plains area.

Men Who Grow Wheat — New crop insurance movie. (16 mm., sound, color; about 3 reels.) Being prepared now. Ready for distribution by first of year.

Ever Normal Granary and National Defense — (probably not the final title). Now being prepared; 16 mm., sound. Ready for distribution in December.

The Land — AAA sound movie, about 4 reels. Distribution date indefinite, probably first of year.

Pasture Lands — (Exact title not decided as yet). (2 reels, sound, black - white and color.) Shows importance of grass in conservation programs. For the Northeast. Probably available in January.

Vanishing Herds — (2 reel, sound, 16 mm.) Just released by U.S. Forest Service. Shows how Government is protecting certain species of wild life, mountain sheep, buffalo, deer, elk, moose, game herds - which, without conservation plan, would, in a few years become extinct.

Blessings of Grass — (2 reel, sound, 16 mm) Just released by U. S. Forest Service. Shows how Government is protecting grasslands in the range country.

No.

Extension Film Strips

501	AAA Farm Program for the Western Region
518	Wheat Storage in the Ever-Normal Granary
522	Corn Storage in the Ever-Normal Granary
557	Your National AAA Program
566	Conserving and Improving Tennessee Soil
567	Pioneering a Permanent Country (sound or silent)
569	Wheat Loans and Farm Storage
585	Frontiers of Grass
593	More Abundant Wildlife

State Film Strips

Ark.	Farmers of Faulkner County, Ark., Put AAA to Work
Ariz.	Arizona AAA Range Conservation Program Why and How
Idaho	Not Water Alone
Iowa	Crawford County and the Farm Program
Kans.	Let's Go Kansas
Kans.	Getting the Job Done
Kans.	The Soil Stays Home
Mich.	For Land's Sake
Mo.	Plenty to Eat - Plenty to Wear
Mo.	Small Farm and the Triple A
Nebr.	Wheat Loans in Nebraska
So. Dak.	Conserving our Grassland
Wash.	The Last West

Film Strips

Prepared in Washington, D.C.

America Has Plenty of Food
 AAA Under Way (Western Region)
 Food for Strength (Ready about Dec. 1)
 The Food Stamp Plan for Distributing
 Farm Surpluses
 Wheat for What?

Summary of Recent Important Publications

(Considerable informational material pertaining to the AAA Farm Program comes to the desks of State office assistants and extension editors each week. This summary is intended to help point out recent publications of unusual value and suggest their possible use.)

Technology on the Farm -- Printed report, 224-page length, prepared by Interbureau Committee and the BAS, well illustrated with story-telling photographs. Provides the history of, present effects of, and probable future of technology on the farm. Combines some of reading of any popular artists, with factual quality of a technical piece. Excellent background material for news stories, feature articles, radio programs, speeches.

Plus XI's New Social Order and Agriculture -- Eight-page reprint from October, 1940, number of The Ecclesiastical Review. Points out that the AAA Farm Program, especially through its former committee administration, is an outstanding example of good government in which "the immediate responsibility rests upon the people." Says that the AAA brings about a co-partnership between government and a special group in such a way that the public's best interest is served.

Speeches and Meetings

North Central Region -- District and county educational meetings on the corn loan, listing procedure, and national defense will begin in late November and carry over into December. There will be another series of State, district, and county meetings for discussion of the 1941 program and its background before committeemen go to the field with the program. These meetings may not begin until January.

Northeast Region -- Regional conference of State and county committeemen with county agents and AAA leaders will be held in New York City on December 4, 5, and 6, and will be followed by State and district conferences in the several States. State conferences already scheduled are: New Jersey, December 12-13, 18-19, and 20-21; Maine, December 16-17-18; New Hampshire, December 18; Connecticut, December 19-20. Karl Olsen, representing the Consumer Advisory Commission of the Council of National Defense, will address State AAA meetings in Maine on December 17, in New Hampshire on December 18, and in Connecticut on December 19.

Western Region -- General educational meetings on the 1941 program will get into full swing in December and January. District meetings are planned in Oregon, Arizona, North Dakota, Nevada, Kansas. See State Committee for dates. Referendums on special wind erosion control programs under way in Kansas, New Mexico, and Colorado.

Developments in the Commodity Programs

Corn -- The making of corn loans will begin about December 1. Corn in steel bins and 1938 and 1939 resealed corn will be reinspected in most States. Announcement of the 1941 commercial corn area and allotment in late November will be followed in December by announcement of county corn allotments. County committees will begin listing work to determine individual allotments for corn and other crops. Notices probably will be mailed to farmers late in January.

Cotton -- Cotton marketing quota referendum will be held December 7. Southern Region States require that each farm operator report the amount of cotton produced during 1940. Most of these reports will be called for during December. State and county stories showing the value of comparing the operators report with the ginner's report and stressing the importance of every farmer returning his report to the county office might help speed up this procedure.

Tobacco -- Referendum voting will be held November 29.

Wheat -- Wheat acreage on wheat allotment farms in a number of States will be measured by December 1.

Sugar -- Public hearings to receive evidence on fair wages and prices for the 1941 crop of sugar beets in States other than California are expected to be held in various parts of the beet area during the two weeks before Christmas. Dates and places for the hearings will be announced in the near future. It is planned to announce 1941 acreage allotments for the beet area before January 1. As present crop estimates indicate that the 1940 sugar beet crop will be of record proportions, 1941 acreage allotments will represent a reduction from the acreage planted by growers this year. This acreage adjustment is made necessary by the provisions of the Sugar Act of 1937 which require that a balance be maintained between sugar supplies in the various domestic sugar-producing areas and the marketing quotas of these areas.

Conservation -- North Central Region reports that conservation payments may be virtually completed during December in some States. In late December county committees will begin preparation of farm plans for 1941. The Farm Plan this year will be combined with the notification of allotment and will be mailed to every farmer so that he may study it before his community committeeman calls upon him.

East Central Region reports that farmers of that region may take conservation materials in lieu of any payment for any non-allotment farm, in designated areas.

Plans for Crop Insurance Spring Wheat Campaign

Three-Month Campaign -- Since February 23, 1941, is the closing date for farmers to take out insurance on spring wheat, the three months of December, January, and February will mark the period of the sales campaign. News stories, radio programs, educational meetings, and visual aids such as the crop insurance display panels will be the four principal mediums for putting the campaign across. New pictures are being provided for the display panels.

Annual Conference -- The annual crop insurance conference will be held in Washington, D. C., the week of November 25. Discussion will center about the 1942 crop insurance program.

Reviewing Winter Wheat Sign-up -- A natural tendency is to concentrate major attention on the farmers who have not insured their 1941 wheat crop. But farmers who have already signed up should not be overlooked. It might be a good idea to send them a letter of recognition in which it is pointed out that, through crop insurance, they face the new year with increased security. Radio programs and news stories which are built around the spring wheat campaign might review the recent winter wheat sign-up, pointing out the increase over previous years.

Cartoon Illustrations For State Offices

Requests have been made by State Offices for timely cartoons which can be reproduced by mimeograph for use in letters to committeemen, newsletters, etc. Attached for your use are 10 illustrations relating to Ever-Normal Granary food supplies, national defense, industry, and labor. You may wish to make some of the illustrations available to county offices, to the Extension Service, and to Smith-Hughes Agriculture people. Extra copies are available upon request.

Here are some suggested uses:

Food Puts the Kick Into Our Defense! To accompany an article telling about the value of Ever-Normal Granary food supplies in national defense. Since our Nation has plenty of food and can produce adequately in the future, full attention can be devoted to building our armed strength.

The New Mother Hubbard. To accompany an article telling about the Nation's plentiful supplies of corn, wheat, beef, etc.

The American Quartet. Businessman, farmer, soldier, laborer travel side by side, symbolic of the national unity especially necessary during present uncertain times. Can be used to accompany an article, or to illustrate farmer-business meeting program leaflet.

No Bottleneck in Agriculture! To illustrate article pointing out that agriculture under the AAA Farm Program produces adequately for the Nation's needs.

Soldier, Laborer, Farmer Illustrations. These individual illustrations are included to provide you with symbolic drawings which you may find use for. Because of Agriculture's close relationship with national defense, and with labor as the nation's greatest consumer, you may have use for them.

Arms and Farms, the Nation's Defense. This illustration, done in "coat of arms" style, can be used on front covers of programs for farmer-businessman dinner meetings.

Ready for Defense. Can be used to illustrate article on value of Ever-Normal Granary food supplies in backing up America's armed forces in national defense.

Who's Afraid of the Big Bad Wolf? To illustrate article similar to the one called "There Shall be No Hunger Here."

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Food Puts the Kick into Our Defense!

--- and so there was plenty to eat!

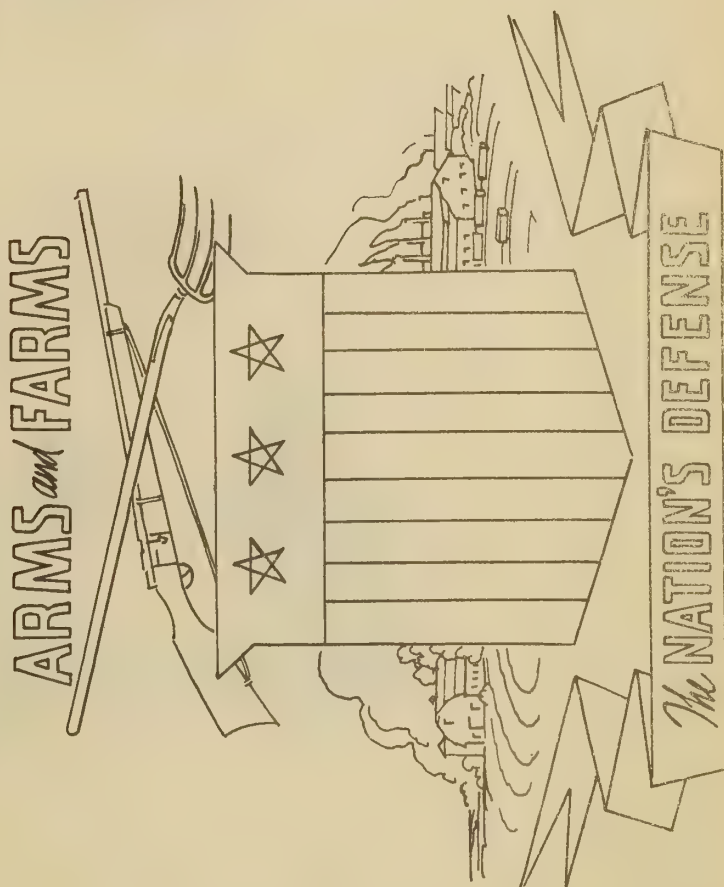
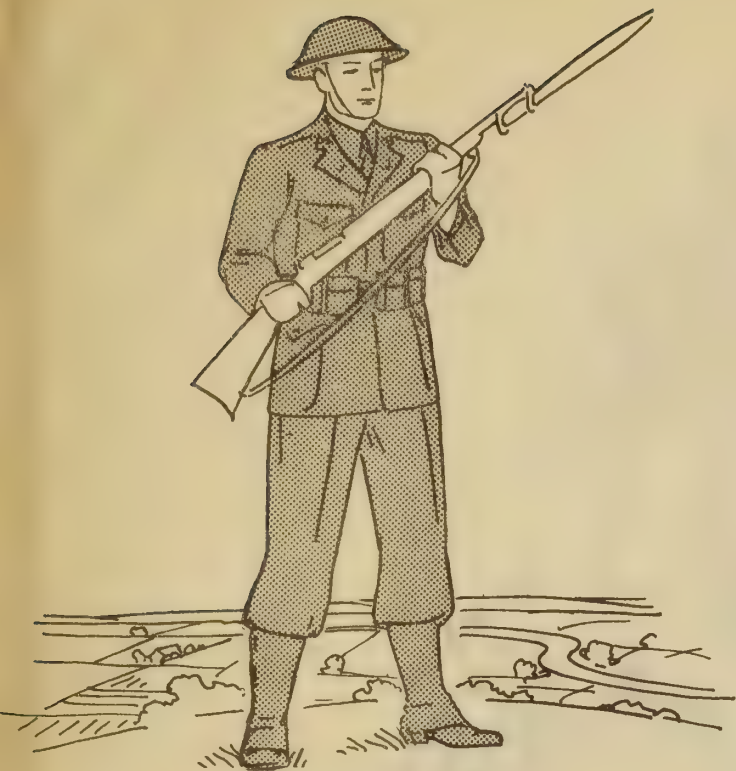


The New Mother Hubbard



THREE WEEKS IN AGRICULTURE

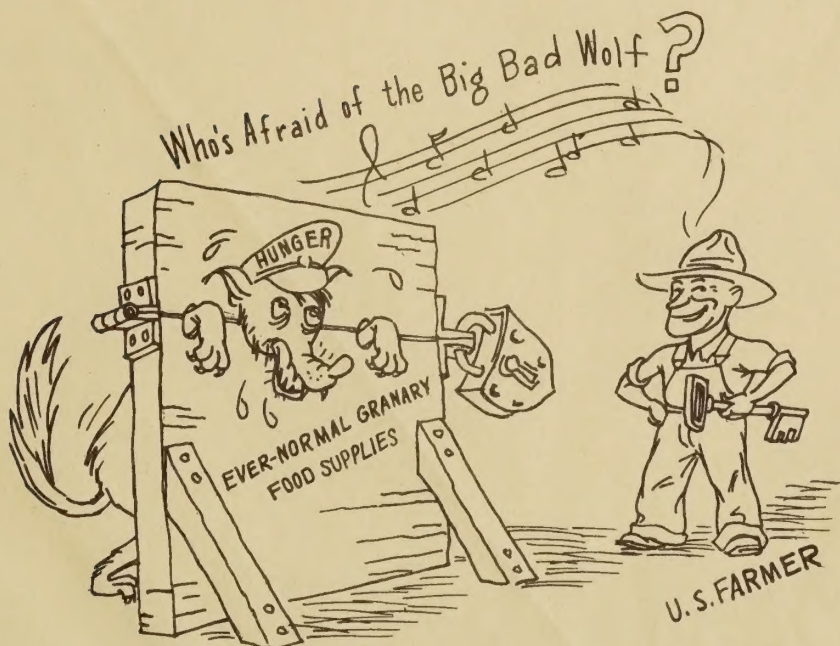


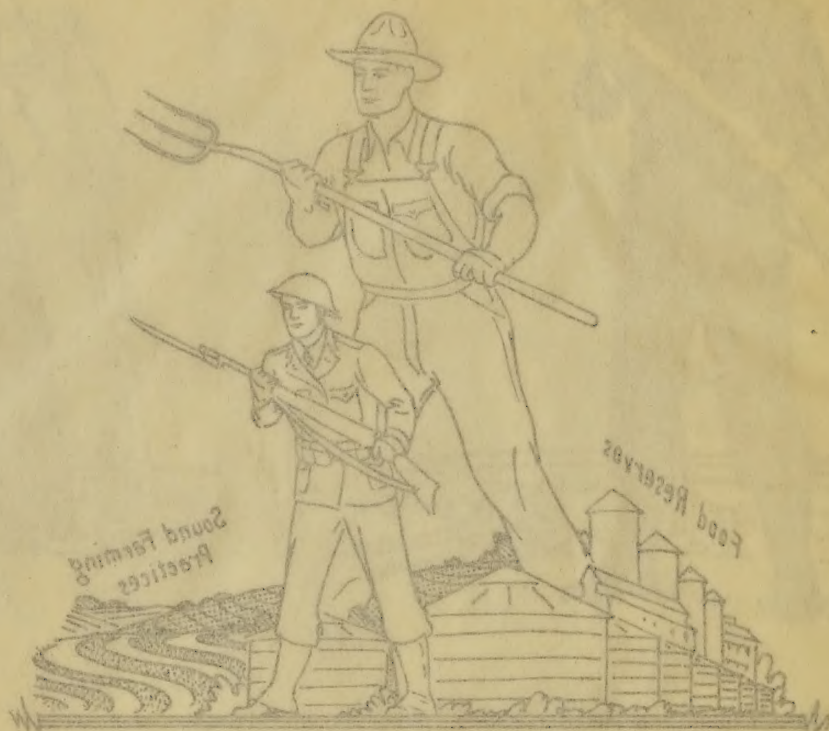






Ready for Defense





Ready for Defense



